

Youth Mental Well-being



RBC Future Launch® is a 10-year, \$500 million commitment to help empower Canadian youth for the jobs of tomorrow. As part of this commitment, RBC® has included youth mental well-being as one of our key areas of focus.

Supporting the mental well-being of Canadian youth is fundamental to creating a healthy, vibrant workforce. One in five youth are struggling with their mental well-being¹ – and 80% of those struggling don't get the help they need. Our goal is to help young people reach their full potential. We want to ensure that youth in Canada are able to:

- Recognize and address early signs and symptoms of a mental health challenge
- Access care and support that works for them
- Navigate the mental health care system with no or few barriers to accessing care

We recognize this is a complex issue, so we've developed our approach in partnership with health professionals and youth who have lived experience to ensure we are having the greatest impact in communities across Canada.

Creating solutions

RBC Foundation® provides support to registered charities and other qualified donees through the Canada Revenue Agency. We will support costs related to programs that:

- Target young people ages 15-29
- Focus on one or more of the following solution areas:

Building knowledge

- Programs that educate youth and their allies to recognize and address the early signs and symptoms of mental health challenges



Support networks

- Innovative programs that offer youth social and emotional support for recovery, including digital counselling, peer support or transition and workforce reintegration programs

Pathways to care

- Programs that facilitate access to public mental health care, including family navigation programs and integrated youth services. Since navigation programs often provide support for youth who are struggling with a wide variety of mental health conditions and complex care needs, we support all youth by supporting robust youth mental health navigation programs.

- Ensure we are having the greatest impact in each of these three areas by focusing on those conditions that are most prevalent among Canada's youth: stress, anxiety and depression
- Provide evidence (based on past performance, peer-reviewed research or a compelling theory of change) that they can achieve and report on one or more of the following social impacts:
 - Number of young Canadians who report feeling better after participating in an RBC Future Launch supported program or would recommend that program to a family member or friend
 - Number of beneficiaries who report that they feel better equipped to help a young person in need after participating in an RBC Future Launch supported program

- Demonstrate a thoughtful, evidence-based design that considers:
 - Scale of intended impact
 - Specific costs associated with creating impact
 - Time required to achieve and report on impact
 - Relevant risks
- Are inclusive, informed by and enable us to reach and meet the needs of young people from diverse communities, including but not limited to people who are:
 - Of different genders, sexual orientations or identities
 - Indigenous, Inuit or Métis
 - From diverse cultural, linguistic or ethnic backgrounds (e.g. newcomer populations)
 - Geographically diverse (e.g. rural, remote or on reserve)
 - Living with physical or mental disabilities
- Are youth-led or youth-informed (preferred)

Solution areas

As a commitment to improving the programs and initiatives we support and the youth-serving sector as a whole, partners that receive \$25,000 or more will be required to implement an RBC Future Launch beneficiary survey for their program participants or provide equivalent impact measurement data as part of their reporting process. Survey data will be benchmarked against data from other partners and will be accessible through a customized Youth Mental Well-Being survey dashboard.

Up to 20% of donations can support impact measurement reporting.

RBC Foundation does not provide funding for:

- Concurrent disorders or neurological and developmental disorders (as defined by the World Health Organization)
- Root causes of mental illness (e.g. homelessness, poverty, etc.)
- General mental health promotion and anti-stigma projects
- Research
- Services delivered by the public health care system
- Private clinics
- Capital campaigns

Prior to starting your online application, please review the RBC general donations eligibility criteria.

All applications for grants greater than \$100,000 should be discussed with an RBC Donations Manager (based on the program's/project's location of impact) prior to being submitted. To identify your RBC Donations Manager, please contact rbcfuturelaunch@rbc.com with the impact location of your program/project.